

32" CLASS (31.5" DIAGONAL) BLACK

32LX50C

32" CLASS (31.5" DIAGONAL) SILVER

32LX50CS

LCD TV

LCD Widescreen HDTV with HD-PPV capability



NATIVE DISPLAY RESOLUTION
1366 x 768

MPEG-2/MPEG-4 H.264
DECODING

NEW! DYNAMIC POWER SAVINGS

HD VOD PPV ENCRYPTION
Integrated Pro:Idiom®

BUILT-IN TUNER
ATSC/NTSC/Clear QAM

IMPROVED! DYNAMIC CONTRAST RATIO
12,000:1

LG's EXCLUSIVE XD ENGINE®

SPLIT SCREEN
Using optional auto-sensing
remote jack pack (RJP)

AUTO-SENSING REMOTE JACK PACK
(RJP) compatible

NEW! CUSTOMIZABLE CLOSED CAPTIONS

2 HDMI™ INPUTS WITH HDCP

2-YEAR LIMITED WARRANTY
parts/labor

NOTE: IP-Cast™ ready with integrated card slot using LG's IP card solution for Digital Signage applications (sold separately). Contact DSinfo@LGcommercial.com for more information. If using DIRECTV's™ Free-To-Guest, an additional card may be required.

www.LGcommercial.com

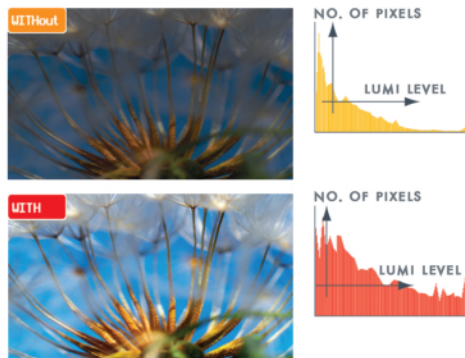


XD ENGINE

SHARPER
BRIGHTER
CLEARER

ULTRA CONTRAST

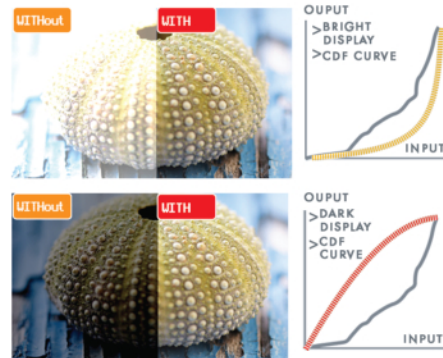
AT A BLAZINGLY FAST 370 MILLION PIXELS PER SECOND, THE PROCESSOR USES A HISTOGRAM ANALYZATION TOOL TO CLARIFY THE IMAGE DATA ACCORDING TO SIGNAL BRIGHTNESS LEVELS.



Dramatization

DYNAMIC BLACK STRETCH

THE MINIMUM BLACK LEVEL OF AN IMAGE IS AUTOMATICALLY DETECTED AND ADJUSTED ACCORDING TO BRIGHTNESS.



Dramatization

OPTIONS

AVAILABLE COLORS

32LX50C (black)



32LX50CS (silver)



FREE-TO-GUEST CARD



HCS1410

FREE-TO-GUEST CARD

The optional HCS1410 card can be inserted into the MPI slot on the back of the LX50 series. It is to be used for properties without a Pay-Per-View system that still want to receive Pro:Idiom locked free-to-guest high-definition channels.

CLONING PROGRAMMER REMOTE



LT2002

QUICKSET II "CLONE"

The optional LT2002 allows for custom setup and programming information to be quickly copied from a "master" LG or Zenith brand LCD, Plasma, or CRT TV (with the MPI™ input) into an unlimited number of identical models. This saves the installers hours of time duplicating the hotel TV settings, such as minimum volume, maximum volume, start up channel, channel mapping, etc.

FEATURES

POWER SAVING LEVELS

By selecting lower levels of backlight settings, a reduction in power consumption is achieved resulting in energy savings and lower costs.

32LX50C/CS in Vivid Mode

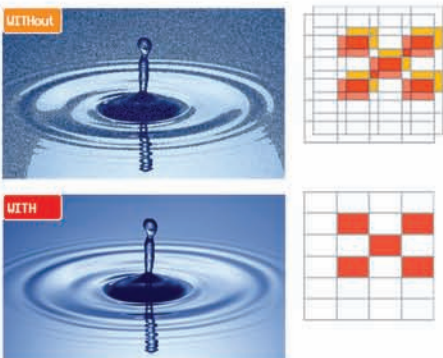
BACKLIGHT SETTING VALUE	BRIGHTNESS (cd/m ²)	*POWER CONSUMPTION (Watts)
Level 100	282 cd/m ²	130 Watts
90	85% **	92% **
80	76%	86%
70	66%	81%
60	56%	76%
50	49%	70%
40	41%	65%
30	34%	62%
20	28%	56%
10	22%	52%
1	18%	46%

* Power consumption was measured using IEC62087 dynamic broadcast - content video signal

** All percentages listed are percentages based off of level 100

CLEAR SCREEN

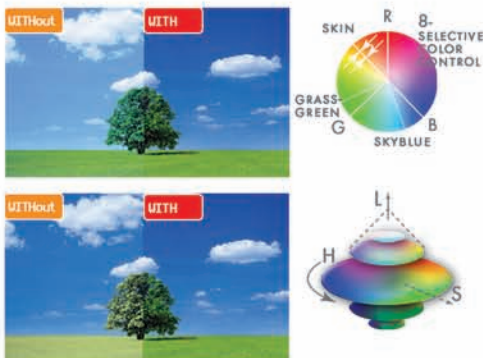
USING THE NOISE FILTER INSIDE THE XD ENGINE CHIP, THE IMAGE IS ANALYZED FOR TEMPORAL AND SPATIAL INFORMATION TO REDUCE MPEG NOISE.



Dramatization

ADVANCED VIVID COLOR

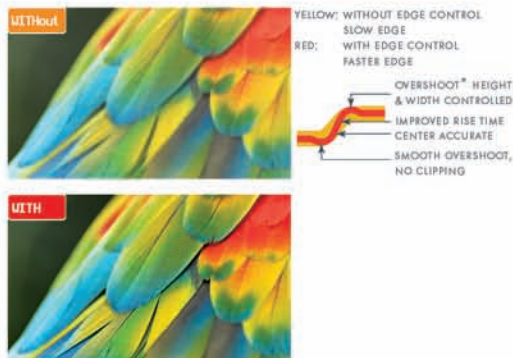
COLORS THAT ARE SENSITIVE TO THE HUMAN EYE ARE OPTIMIZED TO THE NEAREST TRUE COLOR BY THE SELECTIVE COLOR CONTROL.



Dramatization

INTELLIGENT EDGE CONTROL

EDGE LINES ARE EMPHASIZED BY IMPROVING THE TRANSITION FROM THE BACKGROUND TO THE MAIN OBJECT.



Dramatization

Pro:Idiom®

DIGITAL RIGHTS MANAGEMENT SYSTEM

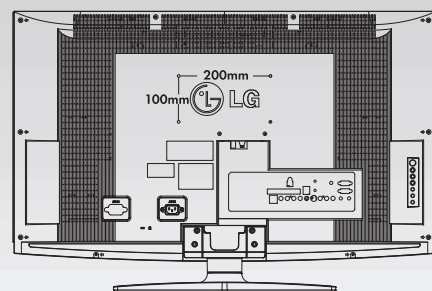
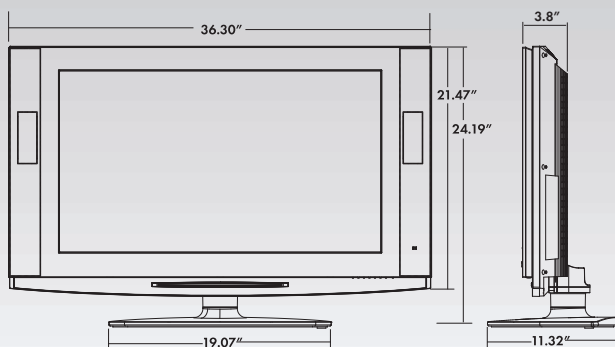
The Pro:Idiom system's high-quality security unlocks access to premium content availability to help assure rapid, broad deployment of HDTV and other high value digital content. Pro:Idiom has been designed specifically for industries that use premium HDTV content from cable, satellite or video on demand (VOD) services and as such, could result in lower costs, and reduced maintenance. This system is one of the leading DRM systems embraced by content providers for both of these key programming sources. By using this embedded approach, security is provided and helps eliminate the possibility of customers tampering with or removing needed components.

MPEG-4 TECHNOLOGY

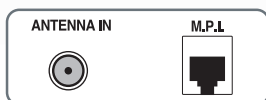
(Moving Picture Experts Group) MPEG-4 decodes and delivers high-definition programming it receives via satellite. The advanced coding system is compatible with current national and local HD channels, along with digital HD channels currently launched by DIRECTV. LG built this technology into its LX50 series TVs to delivery pure HD without the need for an external box*.

DIMENSIONS

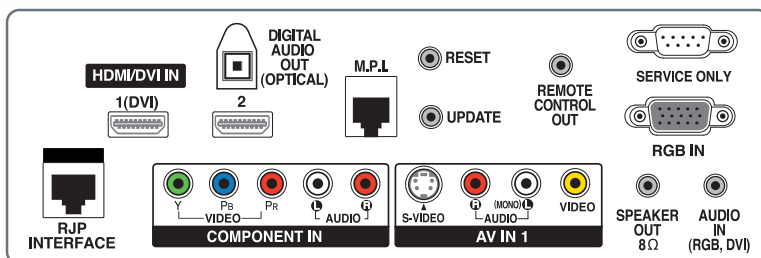
32LX50C/CS



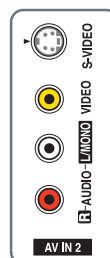
BOTTOM JACK PANEL



REAR JACK PANEL



SIDE JACK PANEL



* Certain functions, such as Pay-Per-View, may require a set-top box.

32LX50C

32LX50CS

32" CLASS (31.5" DIAGONAL) BLACK

32" CLASS (31.5" DIAGONAL) SILVER

SPECIFICATIONS

PANEL

LCD Panel Type	32"
Display Area	31.5"
Aspect Ratio	16:9
Native Resolution	1366×768
Maximum Computer Resolution (RGB)	(XGA) 1024×768
Pixels (H×V×3)	3,147,264
Brightness	500 cd/m2
Dynamic Contrast Ratio	12,000:1 (DCR)
Viewing Angle (H×V)	178° (typ.)
Color Depth	16.7 Million
Lamp Life Approx.	60,000 Hours
Response Time	8 ms
Super IPS	Yes

VIDEO

NTSC Tuner	Built-in
ATSC/Clear QAM Tuner	Built-in
ATSC with HD-PPV	Yes
Decoder Formats	MPEG-2/MPEG-4 H.264
All Format Converter	Yes (1080i/720p/480p/480i - 768p)
Comb Filter	3D Digital
Digital Progressive Scan	Yes
Color Temperature	Yes (Cool, Normal, Warm, User)
Enhanced Video	Yes
Advanced Cinema Mode	Yes
Advanced Black Level	Yes
3:2 Pull Down	Yes
DLTI (Digital Luminance Transient Improver)	Yes
DCTI (Digital Color Transient Improver)	Yes
Black/Blue Stretcher	Yes
Aspect Ratio Control	Yes (7 Modes)
Picture Control	Yes
XD Picture Improvement Technology	Yes (XD contrast, XD color, XD NR (Noise), MPEG NR)
XD Engine	Yes
EZ Picture	Yes (Daylight, Normal, Nighttime, User1, User2)

AUDIO

Auto Volume Leveler (EZ SoundRite)	Yes
Audio Power	30W (15W×2)
Dolby Digital Decoder™	Yes
Mono/Stereo/SAP	Yes
SRS TruSurround XT™	Yes
3D Echo Sound System	Yes
Bass/Treble/Balance	Yes
EZ Sound	Yes (Normal, Stadium, News, Music, Theater, User)

INPUTS/OUTPUTS

RF In	1 (ATSC/NTSC)
HDMI (DVI with Adapter) Inputs	2
RGB In (PC/DTV Input)	1 (XGA Max. Resolution)
S-Video In	1 Rear/1 Side
Composite Video & Audio L/R In	1 Rear/1 Side
Digital Audio Out (Optical)	1
PC Audio In (RGB/DVI with Adapter)	1
Component HD/DVD & Audio L/R In	1
Speaker Out	1
RS-232C Input	1 (Service only)
Remote Control Out (IR)	1
RJ45 for RJP Interface	1
MPI Slot (RJ11)	Yes

SPECIAL FEATURES

Integrated Pro:Idiom	Yes
Split Screen	Yes (using optional auto-sensing jack pack)
TV Link Protocol	Yes
RJP Plug and Play Support	Yes
Discrete IR Codes	Yes
Commercial Installation Menu	Yes
Calibration Mode	Yes
Last Source Power-on Recall	Yes
Auto Shut Off	Yes
Channel Edit/Label	Yes
Menu Languages	English/Spanish/French
Sleep Timer, On/Off Timer	Yes
Clock (auto/manual)	Yes
Parental Control w/V-Chip	Yes
Flashback	Yes
Closed Captions (Customizable)	Yes
Remote	Yes (MKJ32022820)

CABINET

Color	Black (32LX50C) Silver (32LX50CS)
Dimensions w/ Stand (W×H×D)	36.3"×24.19"×11.32"
w/o Stand (W×H×D)	36.3"×21.47"×3.8"
Packaging (W×H×D)	38.7"×27.44"×14.02"
Weight With Stand	39.0 lbs.
Weight Without Stand	30.4 lbs.
Weight With Packaging	46.1 lbs.
Stand with +90°/-90° Swivel	Included/Detachable
Stand to Desk Mountable	Yes
Speakers	Built-in
VESA™ Standard Mount Interface	Yes (200 mm×100 mm screw spacing)
Mounting Hole Screw	M4

UPC

32LX50C	7 19192 17419 1
32LX50CS	7 19192 17420 7

POWER

Power Source	100~240V (50/60Hz) Direct AC Input
Dynamic/Static Power Savings	Yes
Power Consumption (typ) with power saving modes disabled	190W

REQUIRED LISTINGS

UL, C-UL, NOM	Yes
---------------	-----

SERVICE/LIMITED WARRANTY

Limited Warranty (Parts/Labor)	2 Years
--------------------------------	---------

www.LGcommercial.com



LG Electronics U.S.A., Inc.
Commercial Products Division
2000 Millbrook Drive,
Lincolnshire, IL 60069

Customer Service: 888-865.3026

Contact your LG Regional Sales Representative:

Hospitality: 800.228.1236

B2B: 800.897.8788

Channel Markets: 800.897.8871

SPEC_32LX50C.CS 070810_PR



All screen images are simulated. Dimensions and weights are approximate. Design, features and specifications subject to change without notice.

© Copyright 2008 LG Electronics USA, Inc. All Rights Reserved. "LG Life's Good" is a registered trademark of LG Corp. XD Engine is a registered trademark of LG Electronics USA, Inc. Pro:Idiom and MPI are trademarks of Zenith Electronics Corp.

VESA is a trademark of Video Electronics Standards Association. HDMI, the HDMI Logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC. Dolby and the double-D symbol are registered trademarks of Dolby Laboratories. All other product and brand names are trademarks or registered trademarks of their respective companies.

Printed in the USA. August 2008